they're all asking for.....

the

UNBREAKABLE KIND

CHRISTMAS ORNAMENTS

by **Bradford**

Duplicate in XD-29/1-2
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rec'd June 10, 1960

Bradford
NOVELTY CO. INC.,
200 Fifth Avenue
New York 10 · N.Y.

1960

BRADFORD
Unbreakable
PLASTIC Christmas NOVELTIES

QUALITY — ORIGINALITY — SALES APPEAL

Pat. Pending

No. 202 PLATED BALL WITH ASSORTED FILIGREE DESIGNS

An unbreakable plastic ball 2⅜" in diameter with delicate assorted filigree designs depicting Christmas motifs.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
1 gross to the shipping carton. Weight: 7¼ lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 212

See page 4

No. 203 PLATED BALL WITH HAMMERED FINISH AND RAISED HOLIDAY DESIGNS

An unbreakable plastic ball 2⅜" in diameter with assorted raised designs.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
1 gross to the shipping carton. Weight: 8½ lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 213

See page 4

No. 204 PLATED BALL WITH REFLECTING FACETS

An unbreakable plastic ball 2½" in diameter with glittering facets which reflect gleams of light.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
1 gross to shipping carton. Weight: 6½ lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 214

See page 4

No. 205 PLATED BALL WITH SCREENED DECORATIONS

2½" in diameter, plated and screened with various holiday scenes.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
1 gross to shipping carton. Weight: 7½ lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 215

See page 4

Unbreakable Plated Christmas Balls

No. 206
PLATED BALL WITH CONTRASTING STRIPES

2½" in diameter. Made of unbreakable plastic for safety and economy.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
1 gross to shipping carton. Weight: 7½ lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 216

See page 5

No. 207 PLATED INDENTED BALL

Unbreakable double indented ball with filigree designs, 2½" in diameter. The sunburst indentations reflect brilliant flashes of colored lights.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
1 gross to shipping carton. Weight: 7¼ lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 217

See page 5

No. 208 PLATED FILIGREE OPENWORK BALL

2⅝" in diameter. A beautiful lacy openwork design.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen to display box.
1 gross to shipping carton. Weight: 8½ lbs.

ALSO AVAILABLE PACKED 4 BALLS TO A CELLOPHANE DISPLAY PACK AS No. 218

See page 5

No. 209 LARGE PLATED BALL

An unbreakable plated ball 2⅝" in diameter
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed 1 dozen asst. colors to display box.
1 gross to shipping carton. Weight: 9¼ lb.

ALSO AVAILABLE IN 4 PACKS AS No. 219

See page 5

No. 251 LARGE PLATED BALL WITH REFLECTING FACETS

An unbreakable ball 3" in diameter with glittering facets that catch and reflect light.

Colors: Red, Green, Blue, Silver, Pink, Gold.

Packed—1 dozen assorted colors to a display box.
1 gross to a shipping carton.
Weight: 10¾ lbs.

ALSO AVAILABLE IN 4 PACKS AS No. 221
See page 6

No. 253 INDENTED WREATH BALL

Plated fancy ornament consists of double indented center ball section, surrounded by a scalloped edge of leaves and berries—suggesting a Christmas wreath motif. 3½" in diameter.

Colors: Red, Green, Silver, Blue, Pink, Gold.

Packed—1 dozen to a display box.
1 gross to a shipping carton.

Weight: 6½ lbs.

ALSO AVAILABLE IN 4 PACKS AS No. 223
See page 6

A New Concept in Christmas Balls
Large Plated Christmas Window Balls 3" in Diameter

No. 257 CHRISTMAS WINDOW BALL WITH ANGEL HAIR

Plush white Interior brilliantly reflected by Christmas lights. Packing same as No. 255.
Colors: Red, Green, Blue, Silver, Pink, Gold.

ALSO AVAILABLE IN 4 PACKS AS No. 227 . . . See page 7.

No. 255 CHRISTMAS WINDOW BALL WITH ORNAMENT

Delicate open work reveals miniature bells and figures contained within.

Colors: Pink, Red, Green, Blue, Silver, Gold.

Packed—1 dozen asst. colors to display box.
6 dozen to shipping carton. Weight: 4⅛ lbs.

ALSO AVAILABLE IN 4 PACK AS No. 225 . . . See page 7.

Packaged Unbreakable Plated Christmas Balls

No. 212 FILIGREE BALL PACK

Contains—5 No. 202 balls in asst. colors.
Packed—2 dozen to shipping carton.
Weight: 5 lbs.

No. 213 BALL WITH RAISED DESIGNS IN PACK

Contains—5 No. 203 balls.
Colors and packing same as No. 212.

▲

No. 214 FACETED BALL PACK

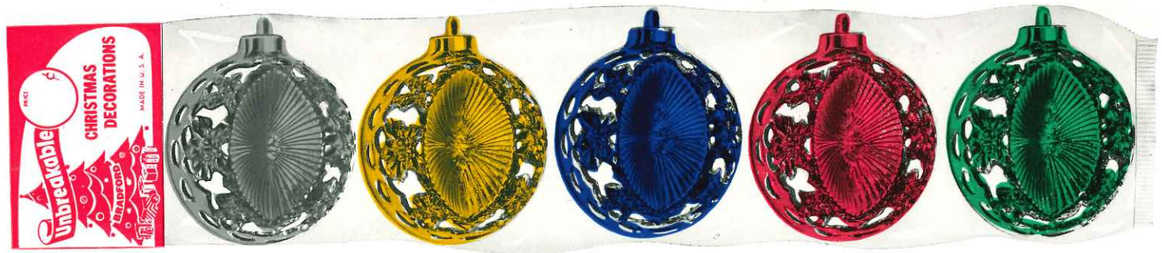
Contains—5 No. 204 balls.
Colors and packing same as No. 212.

No. 215 SCREENED BALL PACK

Contains—5 No. 205 balls.
Colors and packing same as No. 212.

▼

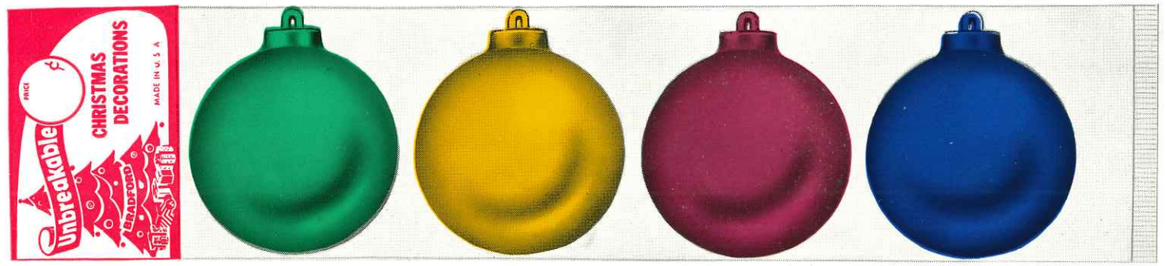
No. 216 STRIPED BALL PACK
Contains—5 No. 206 balls.
Colors and packing same as No. 212.



No. 217 INDENTED BALL PACK
Contains—5 No. 207 balls.
Colors and packing same as No. 212.

No. 218 LARGE FILIGREE BALL PACK
Contains—4 No. 208 balls.
Colors and packing same as No. 212.
Weight: 4¾ lbs.

No. 218/9 LARGE ASSORTED BALL PACK 2⅝"
Contains—2 No. 208 and 2 No. 209 balls.
Colors and packing same as No. 212.
Weight: 5¼ lbs.



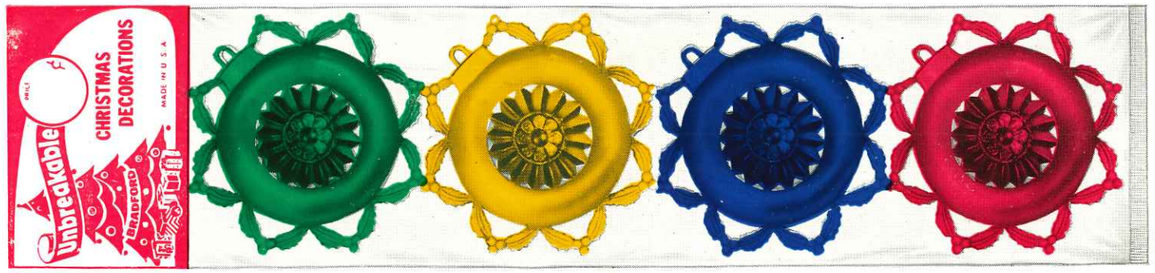
No. 219 LARGE BALL PACK 2⅝"
Contains—4 No. 209 balls.
Colors and packing same as No. 212.
Weight: 5¼ lbs.

Packaged Unbreakable Plated Christmas Balls

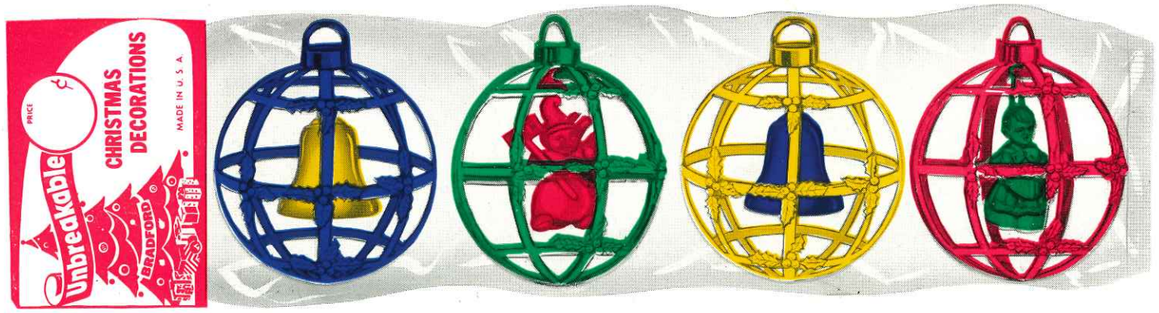
No. 220 ASSORTED 10-BALL DISPLAY PACK
Contains an assortment of Numbers 202, 203, 204, 205, 207, in assorted colors and designs.
10 Balls to a cellophane display pack.
1 dozen to a shipping carton.
Shipping weight: 5½ lbs.

No. 221 LARGE FACETED BALL PACK
Contains—4 No. 251 balls.
Colors and packing same as No. 212.
Weight: 6 lbs.

No. 223 INDENTED WREATH BALL PACK
Contains—4 No. 253 Indented Wreath Balls.
Packed—2 dozen to a shipping carton.
Weight: 4½ lbs.

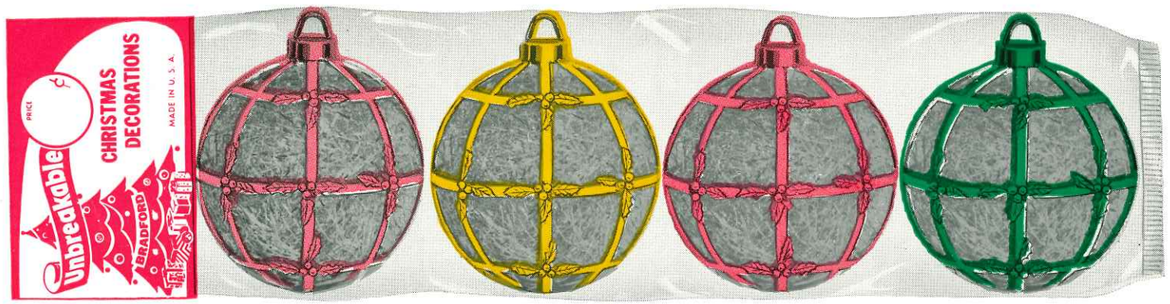


No. 223



No. 225 CHRISTMAS WINDOW BALL (WITH ORNAMENT) PACK

Contains—4 No. 255 balls, in asst. colors.
Packed—2 dozen to shipping carton.
Weight: 4½ lbs.



No. 227 CHRISTMAS WINDOW BALL (WITH ANGEL HAIR) PACK

Contains—4 No. 257 balls, in asst. colors.
Packed—same as No. 225.

No. 711 LANTERN PACK

Contains—5 No. 700 Lanterns
Packed 2 dozen to a shipping carton.
Weight: 4¾ lbs.

No. 700 PLATED LANTERN
(2½" high, 2" diameter)

Assortment contains silver lanterns with contrasting stripes and lanterns in assorted colors.

Red, Green, Blue, Gold, Pink

Packed—1 dozen to chipboard box.
1 gross to shipping carton.
Weight: 7½ lbs.

No. 705 CAROLER'S LAMP
(3½" high)

Delicate openwork plated lamp reveals candle contained inside. A new 3 dimensional Christmas ornament.

Packed—1 dozen asst. colors to chipboard box.
1 gross to shipping carton.
Weight: 9 lbs.

No. 715 CAROLER'S LAMP PACKAGE

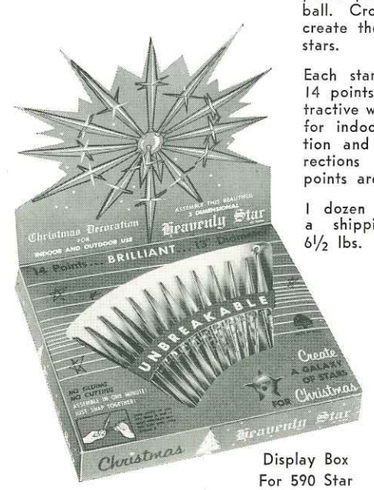
Contains—4 No. 705 Caroler's Lamps.
Packed—2 dozen to a shipping carton.
Weight: 5½ lbs.

No. 590 HEAVENLY STAR

Brilliantly plated unbreakable 14 point star 13" in diameter. Tapered points extend from center ball. Cross bars on each point create the effect of a galaxy of stars.

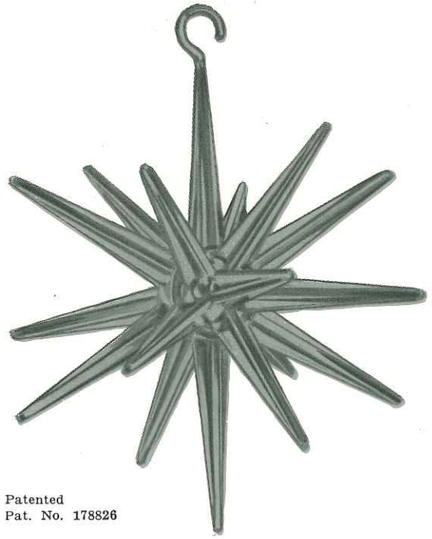
Each star: Shipped unassembled 14 points and center ball in attractive window display box. Ideal for indoor and outdoor decoration and display. Illustrated directions show ease with which points are snapped into ball.

1 dozen stars in asst. colors to a shipping carton. Weight: 6½ lbs.



Display Box
For 590 Star

Pat. Pending

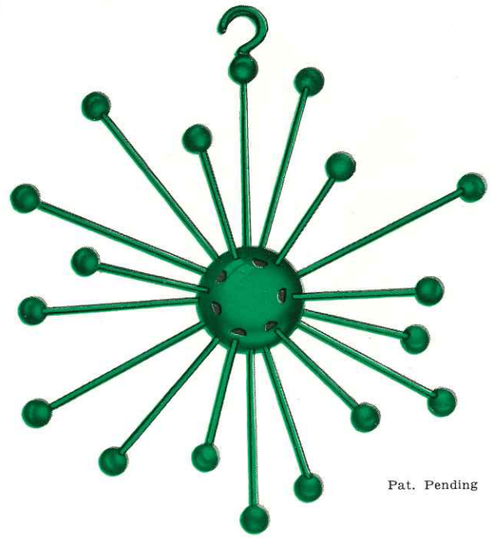


Patented
Pat. No. 178826

No. 555 STAR OF BETHLEHEM

Plated unbreakable 18-point star 4¾" in diameter. Gleaming light reflects from its many rays. An excitingly new and different decorative item that will add sparkle and glisten to any Christmas setting.

Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen to a chipboard box.
6 dozen to a shipping carton. Weight: 6 lbs.

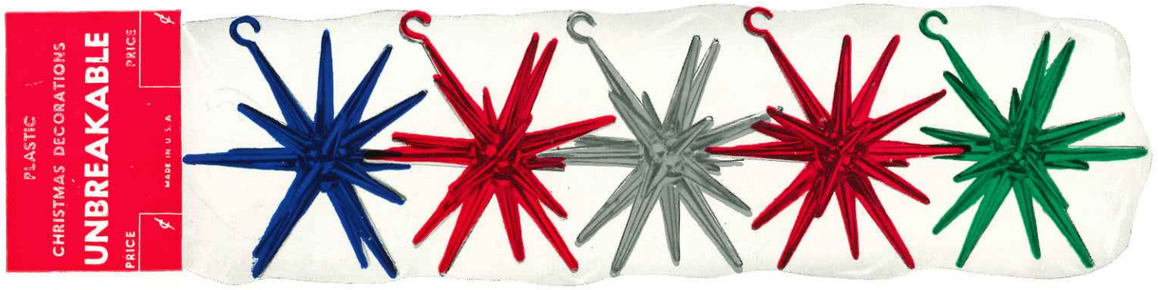


Pat. Pending

No. 557 STAR OF THE EAST

Strikingly plated unbreakable 18 point star approx. 5½" in diameter. A new type of design in Christmas ornaments adds a brilliant delicate star to the Bradford constellation.

Colors: Red, green, blue, silver, gold, pink.



No. 515

No. 515 STAR OF BETHLEHEM FIVE-PACK

Contains 5 No. 555 Stars of Bethlehem in assorted colors. Special transparent package.

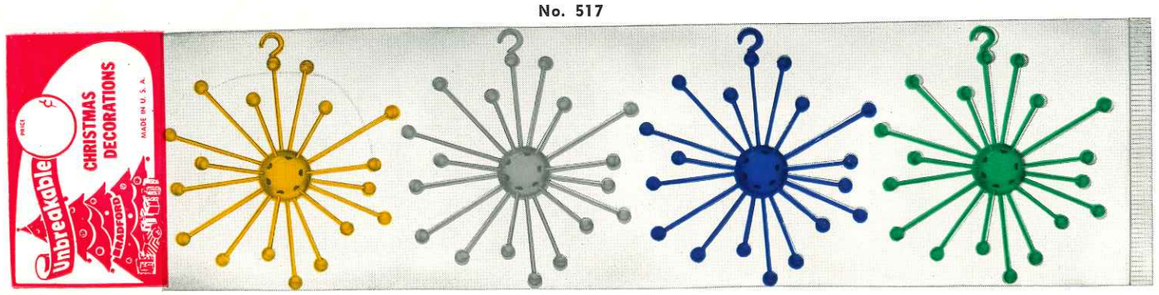
Packed 1 dozen to a shipping carton. Weight: 4 lbs.

Pat. Pending

No. 517 STAR OF THE EAST PACK

Contains 4 No. 557 stars in assorted colors.
Packed: 1 dozen to shipping carton.
Weight: 5 lbs.

No. 517



Christmas Bells

No. 51 SMALL PLATED BELL

1⅞" in diameter.
Red, Green, Blue, Silver, Pink, Gold.
Packed—3 dozen to a display box.
1 gross to a shipping carton.
Weight: 3 lbs.

ALSO AVAILABLE IN PACKAGES
SEE Nos. 110 & 116
(next page)

No. 52 SMALL FILIGREE BELL

Plated Filigree Bell 2⅛" in diameter, having delicate openwork design.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—3 dozen to a display box.
1 gross to shipping carton Weight 1¾ lbs.

ALSO AVAILABLE IN PACKAGES
SEE Nos. 115 & 116 (next page)

No. 56
No. 57
No. 58

No. 56 MINIATURE PLATED BELL

Size ¾" in diameter.
Assorted colors.
Packed 16 gross to a shipping carton.
Weight: 4¼ lbs.
Available in package as No. 120
See page 12.

No. 57 MINIATURE PLATED BELL

Size 1 inch in diameter.
Packed 8 gross to a shipping carton.
Weight: 4½ lbs.
Available in package as No. 121.
See page 12.

No. 58 MINIATURE PLATED BELL

Size 1⅜" in diameter
Packed 8 gross to a shipping carton.
Weight: 8¼ lbs.
Available in package as No. 122.
See page 12.

No. 102 LARGE PLATED BELL (with decorative stripes)

Size 2½" in diameter.
A Christmas tree decoration of unusual appeal. The contrasting stripes add a note of holiday gaiety.
Assorted colors with contrasting stripes.
Packed—3 dozen to a chipboard box.
1 gross to a shipping carton.
Weight 5¾ lbs.

AVAILABLE IN FIVE PACKS AS No. 112
(See next page)

Pat. Pending

No. 108 LARGE PLATED FILIGREE OPENWORK BELL

Beautiful openwork bell of a new design.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—3 dozen to a chipboard box.
1 gross to a shipping carton.
Weight: 3½ lbs.
Size 2¾" in diameter.

ALSO AVAILABLE IN FIVE PACKS AS No. 118
(See page 12.)

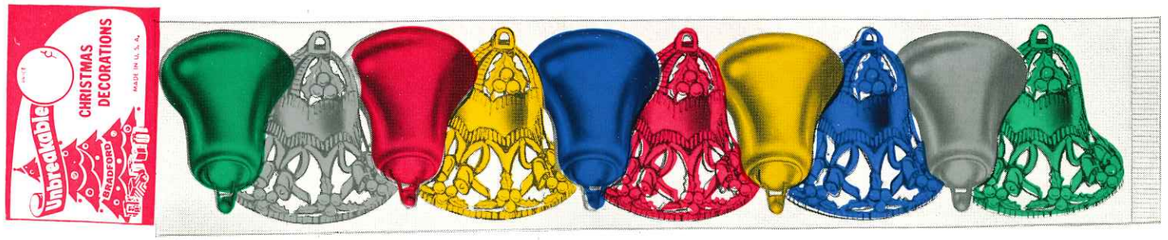
No. 101 PLATED BELL

Size 2½"
Plated in assorted colors
Packed the same as No. 102.

AVAILABLE IN 5 PACKS AS No. 111
(See next page)

No. 103 LARGE PLATED BELL (with screened design)

Size 2½"
Sparkling Christmas scenes decorate these lovely plated bells.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Same packing as No. 102.
AVAILABLE PACKED AS No. 113
(See page 12.)



No. 115 5 No. 52 BELLS AND 5 No. 51 BELLS IN DISPLAY PACK

Packed 2 dozen to a shipping carton.
Weight: 4⅞ lbs.

No. 110 10 No. 51 BELLS IN DISPLAY PACK

Packed—2 dozen to a shipping carton.
Weight: 4¾ lbs.

No. 116 3 No. 51 BELLS AND 3 No. 52 BELLS IN DISPLAY PACK

Packed 3 dozen to a shipping carton.
Weight: 4⅞ lbs.

No. 111

No. 111 BELL PACK

Contains 5 No. 101 bells in asst. colors.
Packed—2 dozen to a shipping carton.
Weight: 5¾ lbs.

No. 112 STRIPED BELL PACK

Contains 5 No. 102 bells, in assorted colors.
Packing same as No. 111.

No. 112

Packaged Christmas Bells

No. 113 5 No. 103 BELLS IN A DISPLAY PACK

Packed 2 dozen to a shipping carton.
Weight: 5¾ lbs.

No. 118 FILIGREE BELL PACK

Contains 5 No. 108 Bells, in assorted colors.
Weight: 4 lbs.

No. 122

No. 120 20 No. 56 BELLS IN DISPLAY PACK

Packed 4 dozen to a shipping carton.
Weight: 2½ lbs.

No. 121 12 No. 57 BELLS IN DISPLAY PACK

Packed 4 dozen to a shipping carton.
Weight: 3 lbs.

No. 122 8 No. 58 BELLS IN DISPLAY PACK

Packed 4 dozen to a shipping carton.
Weight: 3⅜ lbs.

A New Concept in Christmas Bells
Large Plated Christmas Window Bells 3 3/4" in Height

No. 155 CHRISTMAS WINDOW BELL (WITH ORNAMENT)

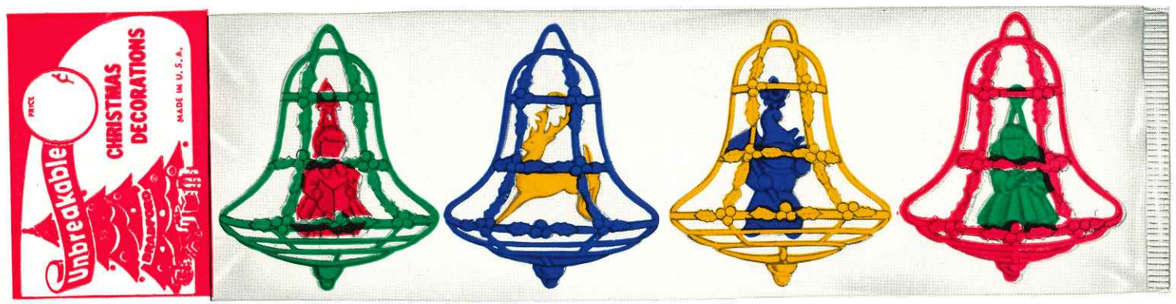
Delicate openwork reveals miniature figures contained within—giving a 3-dimensional effect. Easily opened to insert gifts, candy, etc.

Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
6 dozen to a shipping carton.
Weight: 5½ lbs.

No. 157 CHRISTMAS WINDOW BELL (WITH ANGEL HAIR)

Plush white interior lends a regal touch to the Christmas scene.
Colors and Packing same as No. 155
Weight: 6½ lbs.

No. 125



No. 125 CHRISTMAS WINDOW BELL (WITH ORNAMENT) PACK

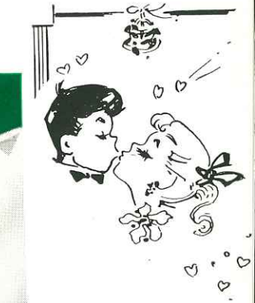
Contains 4 No. 155 Bells in assorted colors.
Packed—2 dozen to a shipping carton.
Weight: 5½ lbs.

No. 127 CHRISTMAS WINDOW BELL (WITH ANGEL HAIR) PACK

Contains 4 No. 157 Bells in assorted colors.
Packing same as No. 125.
Weight: 6½ lbs.

No. 127

New Christmas Kissing Bells



No. 129 KISSING BELL PACK

Three 3¾" bells Plated in Asst. Colors set in beautiful display box. Open windows in each bell reveal spray of mistletoe. Ideal for house decorations, hallways, and tree ornaments, as well as a host of other fun-loving applications associated with the traditional use of mistletoe during the Christmas season.

PACKED — 1 dozen packs to a shipping carton

WEIGHT — 4½ lbs.

No. 159 KISSING BELL

Similar to No. 129 Kissing Bell Pack, except each bell is packed in an individual display box.

PACKED — 3 dozen to shipping carton

WEIGHT — 5½ lbs.

No. 1500 YULE FLOWER

Similar to No. 1501 except 36 flowers packed on an individual display card.

PACKED — 1 gross of flowers to a shipping carton

WEIGHT — 6 lbs.

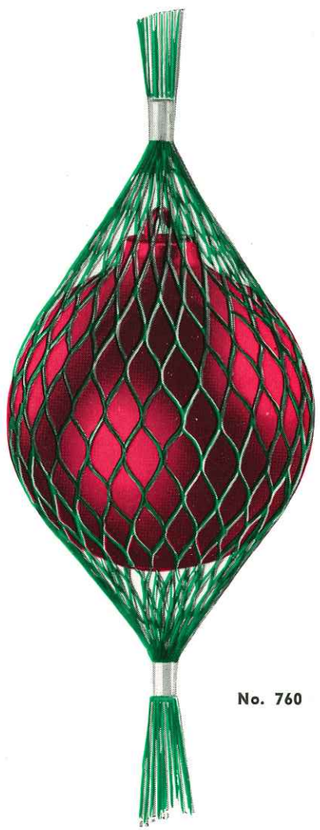
No. 1501 YULE FLOWER

Plated flower-like Christmas ornament represents something new in Christmas decorative shapes. The Center ball is surrounded by delicate petals and highlighted with sparkling glitter. Ideal for many uses, such as: tree ornament, boutonniere, package tie-on, house decoration, etc. Three yule flowers in asst. colors are displayed on an attractive tree-shaped card.

PACKED — 3 dozen cards to shipping carton
WEIGHT — 3 lbs.

Bradford's

NEW 1960 ADDITIONS



No. 760

No. 760 SOUTH SEAS NET

This highly styled Christmas decoration is a 2½" plated ball embeded in a beautiful contrasting colored fine mesh net. It can be used individually or in a series (see item No. 764, No. 765, and No. 769) as a tree ornament, house decoration, or display item.

Colors: Red, green, blue, silver, gold, pink balls with contrasting colored nets.

Packed: 6 doz. to a shipping carton.

Weight: 5 lbs.

No. 765 SOUTH SEAS NET

Similar in appearance to No. 760, except item is 2¾" in diameter.

Colors and Packing: Same as No. 760.

Weight: 5½ lbs.

No. 764
SOUTH SEAS NET CHAIN

Consists of 4 No. 760 netted balls attached in a series.

Colors: Assorted colored balls with contrasting colored nets.

Packed: 2 doz. chains to a shipping container.

Weight: 3½ lbs. 6 lbs.

No. 769
SOUTH SEAS NET CHAIN

Consists of 4 No. 765 netted balls attached in a series.

Colors: Assorted colored balls with contrasting colored nets.

Packing: 1 doz. chains to a shipping carton.

Weight: 3¾ lbs.

No. 764

NEW! NEW! NEW!

No. 200 MINIATURE FANCY PLATED BALL

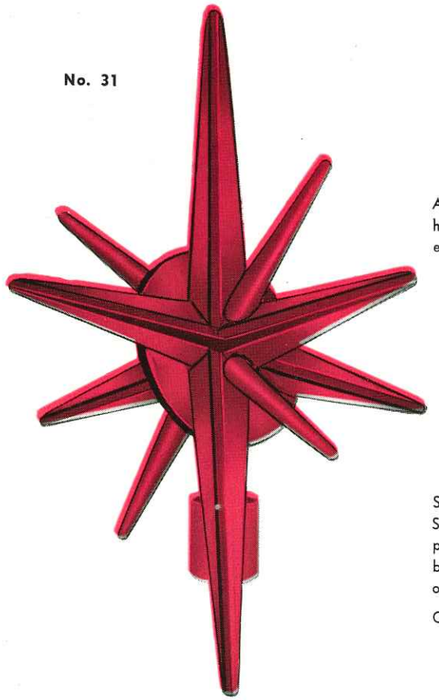
An unbreakable ball 1" in diameter having a ribbed design and decorative motif. Due to special snap feature balls may be snapped together to make an ornamental string of variable lengths.

Colors: Red, green, blue, silver, gold, pink.

Packed: 8 gr. to shipping carton.

Weight: 5½ lbs.

No. 31



No. 30 ELECTRIFIED NATIVITY STAR TREETOP

An electrified, plated treetop 10" in height, similar in appearance to No. 31 except item is electrified.

Colors: Asst. colors.

Packed: Individually boxed—1 doz. to shipping carton.

No. 32 NATIVITY STAR ORNAMENT

Similar in appearance to No. 31 Nativity Star Treetop except that item is supplied without treetop bracket so it can be used as a hanging ornament or decoration.

Colors and Packing: Same as No. 31.

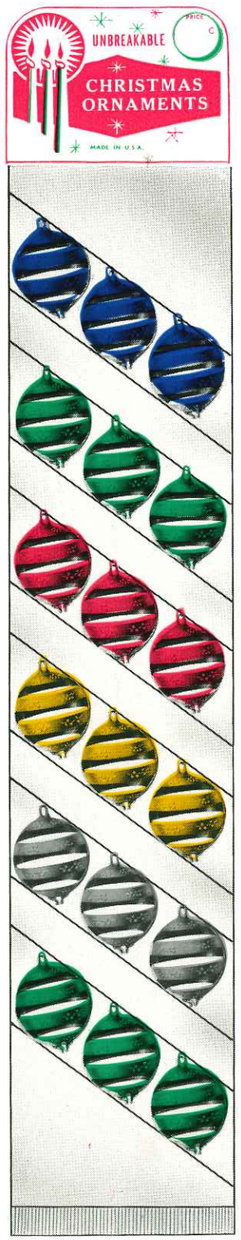
No. 31 NATIVITY STAR TREETOP

This three-dimensional treetop is suggestive in design of the star often depicted in the traditional Christmas story. This brilliantly plated star is 10" in height and will add a regal touch to the top of the Christmas tree. A bracket at the base of the star permits the item to be easily and securely set on the top of any tree.

Colors: Asst. colors.

Packed: Individually boxed—1 doz. to a shipping carton.

Weight: 5 lbs.



No. 210 MINIATURE FANCY BALL PACK

Contains 18 No. 200 balls in a display box.

Packed: 2 doz. boxes to a shipping carton.

Weight: 4½ lbs.

NEW 1960 FACETED BALLS

No. 201 FACETED PLATED BALL

A 2" ball plated in assorted colors. Comprises a multitude of facets which reflect the glittering rays of Christmas lights.

Colors: Red, green, blue, silver, gold, pink.

Packed: 2 doz. asst. colors to a display box.
2 gr. to a shipping carton.

Weight: 9 lbs.

No. 211 FACETED BALL PACK

Contains 8 No. 201 faceted balls in assorted colors in a display envelope.

Packed: 2 doz. packages to a shipping carton.

Weight: 8 lbs.

No. 231 FACETED BALL PACK

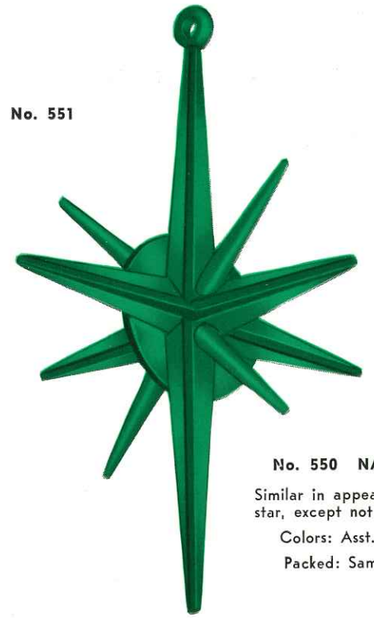
Contains 5 No. 201 faceted balls in assorted colors in a display envelope.

Packed: 3 doz. packages to a shipping carton.

Weight: 7 lbs.

NEW 1960 STARS

No. 551



No. 550 NATIVITY STAR

Similar in appearance to No. 551 star, except not plated.

Colors: Asst. glitter colors.

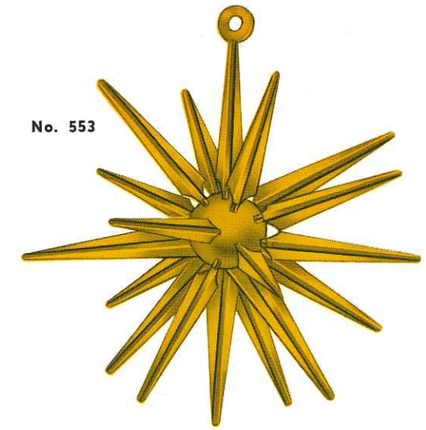
Packed: Same as No. 551.

No. 551 NATIVITY STAR

This ornament is suggestive in design of the star often depicted in the Christmas story. It is beautifully designed and is three-dimensional in appearance. The star is 3¾ inches in height and is plated in assorted colors.

Colors: Red, green, blue, silver, gold, pink.
Packed: Two doz. asst. colors to a display box.
2 gross to a shipping carton.
Weight: 6 lbs.

No. 553



No. 553 CELESTIAL STARBURST

A three-dimensional star consisting of a multitude of 17 points extending from a center ball. Makes an unusual and attractive Christmas decoration. Points delicately taper from their center both toward their tips as well as toward the center ball. The star is 3" in height and is brilliantly plated in assorted colors.

Colors, Red, green, blue, silver, gold and pink.
Packed: 1 doz. to a display box.
1 gr. to a shipping carton.
Weight: 5 lbs.

No. 511 NATIVITY STAR PACK ▲

Contains 8 No. 551 stars set in an attractive insert and display envelope.

Packed: 2 doz. packages to a shipping carton.
Weight: 6 lbs.

No. 513 CELESTIAL STARBURST PACK

Contains 4 No. 553 stars in an attractive display envelope.

Packed: 2 doz. packages to a shipping carton.
▼ Weight: 5 lbs.

BRADFORD CREATES A *NEW* FANCY-SHAPED ORNAMENT FOR 1960

No. 733 FANCY MIRRORED PENDENT ORNAMENT

A fancy-shaped ornament creates a strikingly unique effect with its fluted base suspended from a series of ribbon-like columns. Ornament is 3½" in height and is plated in assorted colors.

Colors: Red, green, blue, silver, gold, pink.

Packed: 1 doz. to a display box.
1 gross to a shipping carton.

Weight: 7 lbs.

No. 737 FANCY MIRRORED PENDENT ORNAMENT PACK

Contains 4 No. 733 Ornaments, set on a colorful insert and in an attractive display envelope.

Packed: 2 dozen packages to a shipping carton.

Weight: 5½ lbs.

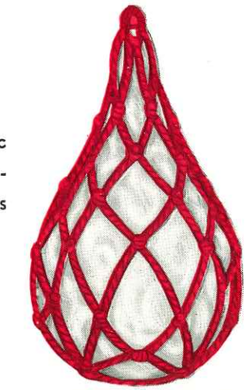
Pat. Pending

No. 755 ST. PETER'S NET (with ornament)

Delicate plated netting reveals miniature figure contained within—giving a 3-dimensional appearance. Easily opened to insert candy, gifts, etc.

Colors: Red, green, blue, silver, pink, gold.
Packed: 1 dozen assorted colors to display box, 6 dozen to a shipping carton.
Weight: 6 lbs.

New Christmas Ornaments symbolic of the tradition of St. Peter, the fisherman, add meaning to the Christmas theme.



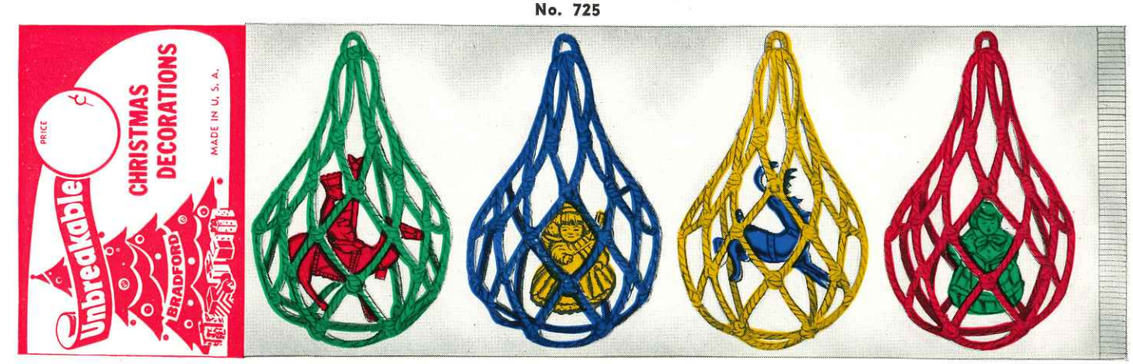
Pat. Pending

No. 757 ST. PETER'S NET (with Angel Hair)

Plush white interior creates regal touch in contrast to plated net.

Colors and packing same as No. 755.
Weight 6 lbs.

No. 725



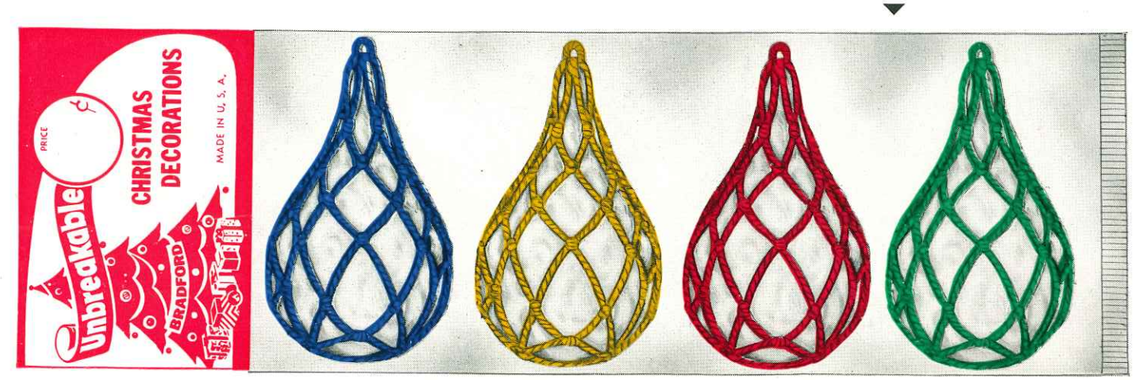
Pat. Pending

No. 725 ST. PETER'S NET (with Ornament) Pack

Contains 4 No. 755 ornaments in assorted colors.
Packed 2 dozen to shipping carton.
Weight: 5½ lbs.

No. 727 ST. PETER'S NET (with Angel Hair) Pack

Contains 4 No. 757 ornaments in assorted colors.
Packing and weight same as No. 725.



No. 727 Pat. Pending

No. 754 ST. PETER'S NET (with Ball)

Netting reveals contrasting colored ball within. Colors and packing same as No. 755.

Weight: 6 lbs.

No. 708 FILIGREE FINIAL ORNAMENT

Plated fancy ornament 3¾" in height.

Consists of 3 tiers—each revealing delicate open-work design and highly decorated contrasting stripes.

Colors: Red, Green, Blue, Silver, Pink, Gold.

Packed—1 dozen to a display box.
6 dozen to a shipping carton.
Weight: 5½ lbs.

Pat. Pending

No. 724

No. 724 ST. PETER'S NET (with Ball) PACK

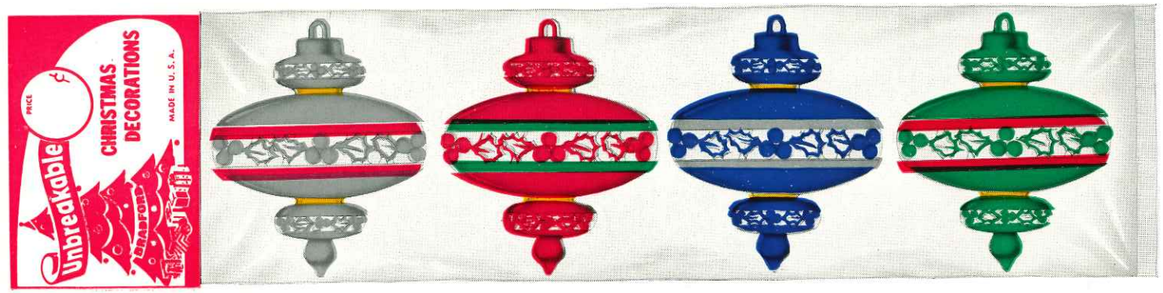
Contains 4 No. 754 ornaments in assorted colors packed 2 dozen to a shipping carton.

Weight: 7¾ lbs.

No. 718 FILIGREE FINIAL ORNAMENT PACK

Contains 4 No. 708 Fancy Ornaments in assorted colors.

Packed—2 dozen to a shipping carton.
Weight: 7 lbs.



No. 718

Pat. Pending

No. 730 CANDELABRA ORNAMENT

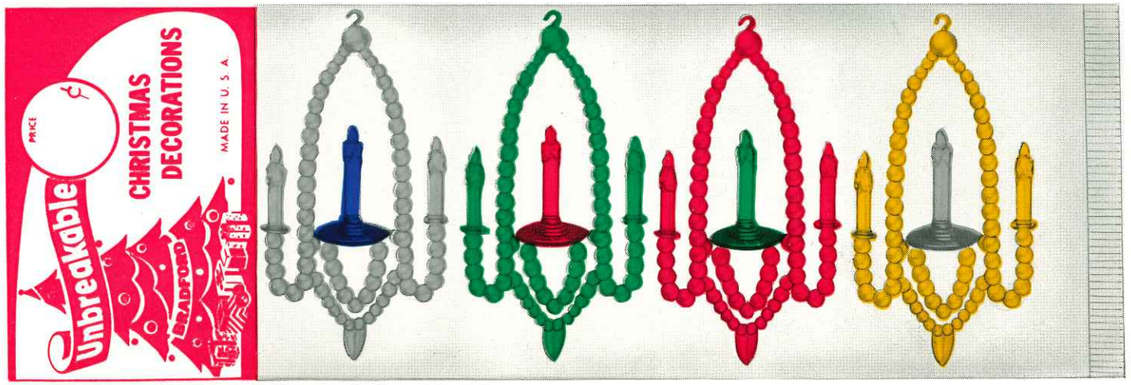
A unique plated Christmas ornament artistically created in the shape of a candelabra with graceful beaded arms holding 4 miniature candles. A large center candle in contrasting colors completes the candelabra effect.

Colors: red, green, blue, silver, gold, pink.

Packed: 1 dozen to a display box, 6 dozen to a shipping carton.

Weight: 6½ lbs.

Pat. Pending



No. 735 CANDELABRA PACK

Contains 4 No. 730 Candelabra ornaments in assorted colors.

Packed: 2 dozen to shipping carton.

Weight: 8½ lbs.

No. 481 MINIATURE PLATED FIGURES

Here's a new Christmas ornament ideal for small trees and package tie-ons, and consistent with the modern trend towards space economy. Each assortment consists of 6 figures 2¼ inches in height.
Choir Boy, Wise Man, Bird, Snowman, Reindeer, Angel.
Packed—6 asst. figures to display bag.
4 dozen display bags to shipping carton.
Weight: 3¾ lbs.

No. 810 SLED

Brilliantly silver plated Sled 4" long.
Packed—6 dozen to the shipping carton.
Shipping weight: 6½ lbs.

No. 308 PLATED SANTA CLAUS
(3¼" high)

An appealing red-plated Santa Claus with white trim.
Packed—3 dozen to a display box.
1 gross to the shipping carton.
Shipping weight: 5½ lbs.

No. 606 PRANCING WHITE REINDEER
(Size 3¼")

Packed—3 dozen to a chipboard box.
1 gross to shipping carton. Weight: 5¼ lbs.

No. 607

Same as No. 606 except that it is in brilliant silver-plated finish.

No. 608 GOLDEN REINDEER

Same as No. 606 except with golden-plated finish.

No. 605 SMALL SILVER-PLATED REINDEER

Same as No. 600 in all respects except color.

No. 600 SMALL WHITE PLASTIC REINDEER
(Size 3¼" tall)

Packed—3 dozen to a chipboard box.
1 gross to shipping carton. Weight: 5¼ lbs.

The Three Wise Men

A Bradford scoop that will revitalize your Christmas sales. The Three Wise Men from the oldest and most beloved story ever told. Made in natural colors or plated. Either can be used in Nativity scenes, on or under the tree, in displays, or on the mantel.

No. 420 IVORY TONED WISE MEN

Wise Men with authentic colored robes of Magenta, Purple and Nile Green are seated on Ivory toned camels.
Packed—2 dozen to a chipboard box.
1 gross to a shipping carton.
Weight: 9¾ lbs. All Wise Men 4¼ inches tall.

No. 427

Three Wise Men packed in a gorgeous full-color display box. Each Wise Man is displayed individually in a cathedral window setting against an original Bethlehem scenic background.

Packed—2 dozen boxes to the shipping carton.
Shipping Weight: 8¼ lbs.

No. 422

Beautiful display box holding 3 No. 420 Wise Men, one each color.
Packed—2 dozen display boxes to shipping carton.
Weight: 8¼ lbs.

No. 425 PLATED WISE MEN

Same as No. 420, but plated silver camels with plated red, blue and green robed Wise Men.
Packed—2 dozen to chipboard box.
6 dozen to shipping carton.
Weight: 5¼ lbs.

No. 1105 PLATED PLASTIC ANGEL
(4⅛" high)

Its silvery beauty highlights the Christmas tree.
Packed—2 dozen to a display box.
1 gross to the shipping container. Shipping weight 7½ lbs.

No. 1100 WHITE PLASTIC ANGEL
(4⅛" high) Packed—2 dozen to a display box
1 gross to the shipping container. Shipping weight: 7½ lbs.

Bradford's NEW FLOOR DISPLAY STANDS

AN IDEAL MERCHANDISING AID FOR DISPLAYING BRADFORD'S CHRISTMAS PACKAGES

Bradford offers a large and small display stand to assist you in your merchandising. These wire floor display stands are sturdily constructed and are ideal for visual display of Bradford's packaged items. Completely open rack invites consumer attention and allows convenient review and selection.

Merchandise shipped separately.

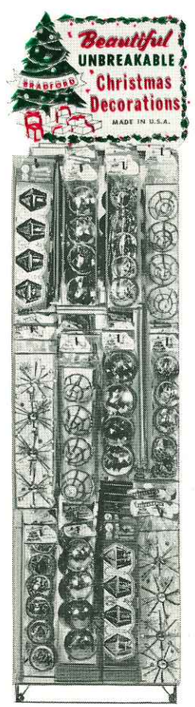
Wire shelves are permanently attached to rack, and fall easily into place when rack is removed from carton. Sets up in less than one minute.

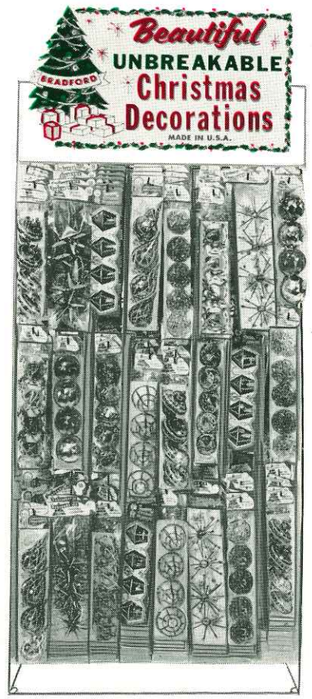
Refer to individual items in catalogue for illustrations for packing and weights.

WIRE STAND
BEFORE ATTACHING
PACKAGES

A small display stand accomodates 8 dozen assorted ornament packs. You can select items from the Bradford catalogue. Each stand comes with a beautiful display sign and weighs 8½ lbs.

Dimensions: 55 inches high
16 inches wide
19½ inches deep





Large rack accommodates 16 dozen assorted ornament packages. You can select items from the Bradford catalogue. Each stand comes with a beautiful display sign and weighs 15 lbs.

Dimensions: 55 inches high
32 inches wide
19½ inches deep

Santa and Sled Sets

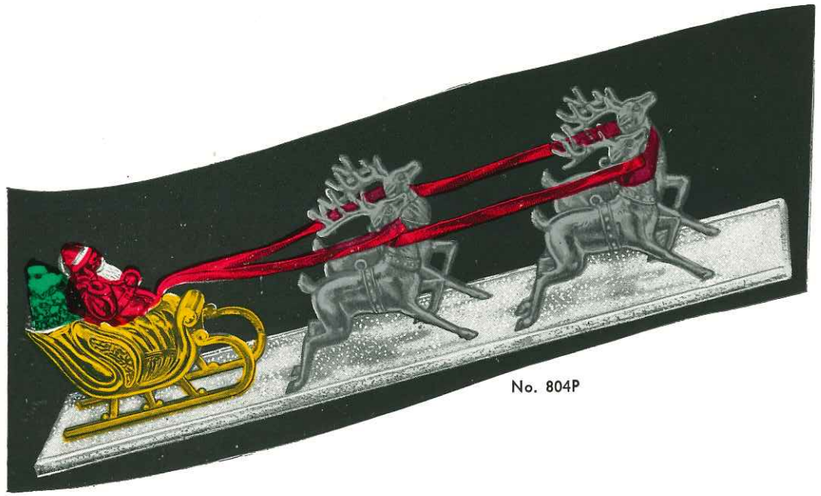
These attractive novelties have met with instantaneous buyer acceptance. One of the fastest selling ideas you've ever seen for your Christmas trade. A toy that is dear to every child's heart and one which no parent can resist buying.

No. 801P PLATED SLED SET
Gold sled, red 308 Santa, one 607 reindeer, red harness, green tree and flittered transparent base
Individually packed in display box.
Packed—1 dozen to the shipping carton. Weight: 5⅜ lbs.

No. 822P PLATED SLED SET
Plated sled connected to No. 605 silver plated reindeer by a red plastic harness.
Plated red Santa is standing in sled.
Individually packaged in display box.
Packed—3 dozen to a shipping carton.
Weight: 8 lbs.

No. 802P PLATED SLED SET
Base made of new flittered material that looks like snow.
Gold Plated sled, Santa and silver reindeer.
Shipping weight: 6½ lbs.
Packed—1 dozen to shipping carton. Each in display box.

No. 802P

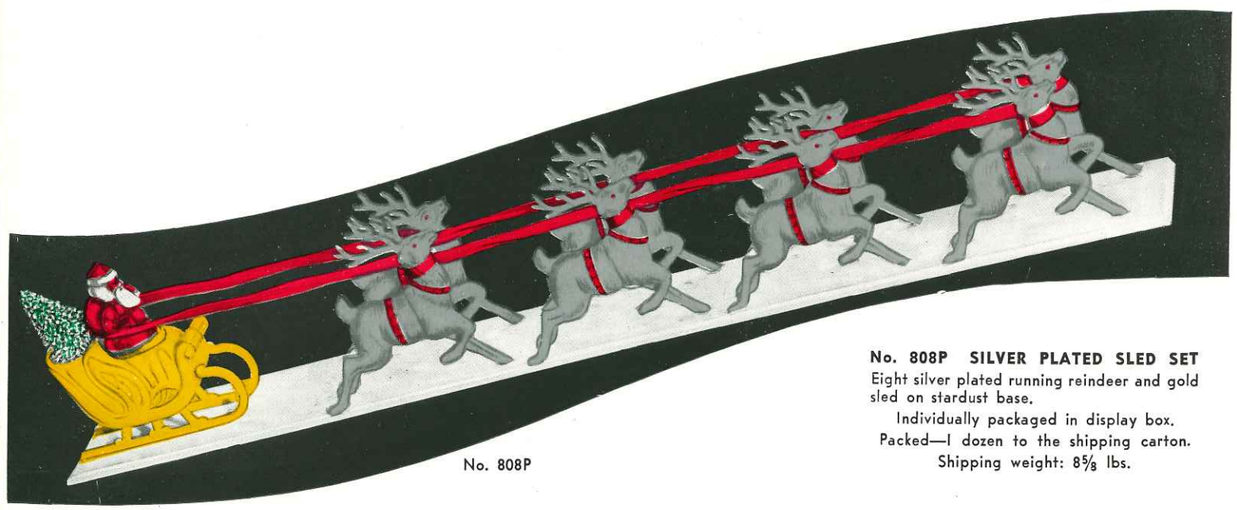


No. 804P

No. 804P PLATED SLED SET

A Bradford color-plated novelty. A sled, four No. 607 reindeer, Santa, Christmas tree and new flittered base (15" x 2⅞"). Sled plated in gold, deer plated silver. All connected with contrasting color ribbon reins.

Individually packaged in display box.
Packed—1 dozen to the shipping carton.
Shipping weight: 7 lbs.



No. 808P

No. 808P SILVER PLATED SLED SET

Eight silver plated running reindeer and gold sled on stardust base.

Individually packaged in display box.
Packed—1 dozen to the shipping carton.
Shipping weight: 8⅝ lbs.

No. 901

No. 901 UNIQUE ASSORTMENT

An unusual 12-piece assortment containing a variety of balls, bells, stars and fancy ornaments.

CONTAINS:

3 No. 553 Celestial Starbursts
2 No. 733 Fancy Pendent Ornaments
4 No. 201 Faceted Balls
3 No. 51 Bells

Packed: 1 doz. to a shipping carton.
Weight: 8 lbs.

No. 915 STAR GALAXY

A 7-piece star assortment consisting of 4 different beautiful star designs.

CONTAINS:

2 No. 557 Stars of the East
2 No. 555 Stars of Bethlehem
2 No. 553 Celestial Starbursts
1 No. 551 Nativity Star

Packed: 1 doz. to a shipping carton.
Weight: 10 lbs.

No. 915

No. 904

No. 904 VALUE ASSORTMENT

A value-packed assortment of 14 items including stars, balls and bells.

CONTAINS:

3 No. 551 Nativity Stars
3 No. 205 Balls
4 No. 52 Filigree Bells
4 No. 200 Balls

Packed: 1 doz. to a shipping carton.
Weight: 8½ lbs.

Boxed Assortments

No. 902

No. 902 TWELVE PIECE ASSORTMENT

6 No. 51 Plated Bells
2 No. 700 Plated Striped Lanterns
2 No. 204 Plated Reflector Balls
2 No. 201 Plated Reflector Balls

Packed—1 dozen boxes to the shipping container.

Shipping weight: 8¼ lbs. per dozen.

No. 907
TRIM-A-TREE ASSORTMENT

A varied assortment consisting of a 10 inch tree top and 4 different ball and bell designs.

CONTAINS

2 No. 202 Filigree Balls
2 No. 201 Reflector Balls
2 No. 51 Bells
2 No. 52 Filigree Bells
1 No. 22 Tree Spire

Packed—1 dozen boxes to the shipping container.

Shipping weight: 8½ lbs. per dozen.

No. 907

No. 906

No. 906 NEW POPULAR ASSORTMENT

CONTAINS:

2 No. 253 Indented Wreath Balls
3 No. 207 Double Indented Balls
6 No. 52 Filigree Bells

Packed—1 dozen to a shipping carton.
Weight: 7¾ lbs.

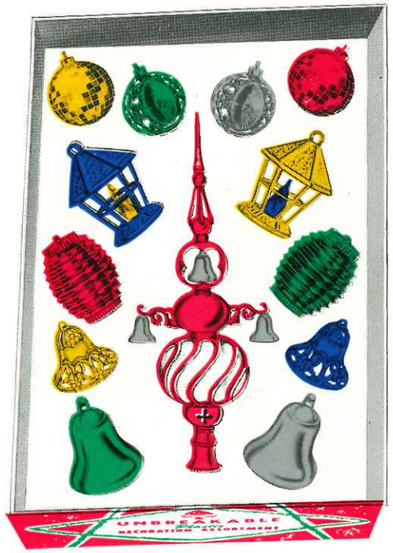
No. 922 TRIM-A-TREE ASSORTMENT

A complete assortment of plated ornaments including a 14" treetop, balls, bells, lanterns and fancy shapes.

CONTAINS:

1 No. 29 "Carillon Spire" Treetop
2 No. 108 Filigree Bells
2 No. 101 Large Bells
2 No. 705 Caroler's Lamps
2 No. 700 Lanterns
2 No. 204 Faceted Balls
2 No. 207 Double Indented Balls

Weight: 15½ lbs.



No. 922

No. 927

No. 927 HIGHLY STYLIZED ASSORTMENT

A selected assortment of plated balls, bells and fancy ornaments—something new and different in Christmas ornaments.

CONTAINS:

2 No. 157 Angel Hair Bells
2 No. 108 Filigree Bells
2 No. 204 Faceted Balls
2 No. 257 Angel Hair Balls
3 No. 253 Indented Wreath Balls

Packed—1 dozen to a shipping carton.

Weight: 13½ lbs.

No. 921

No. 921 MULTI-VALUE ASSORTMENT

This 25-piece assortment contains Bradford's greatest variety of balls, bells, stars, and fancy ornaments, and is ideal for one wanting a full assortment of excellent value.

CONTAINS:

4 No. 51 Bells
3 No. 52 Filigree Bells
6 No. 201 Faceted Balls
4 No. 551 Nativity Stars
4 No. 733 Pendent Ornaments
4 No. 205 Balls

Packed: 1 doz. to a shipping carton.

Weight: 16 lbs.

No. 925 DELUXE ASSORTMENT

A unique 14-piece assortment of new designs in Christmas Ornaments created by Bradford in keeping with the Christmas tradition.

CONTAINS:

2 No. 754 Fisherman's Nets (with Ball)
2 No. 103 Bells with Decorative Designs
2 No. 730 Candelabra Ornaments
2 No. 155 Window Bells (with Ornaments)
2 No. 733 Fancy Pendent Ornaments
2 No. 251 Large Faceted Balls
2 No. 708 Filigree Finial Ornaments

Packed: 1 doz. to a shipping carton.

Weight: 15 lbs.

No. 925

No. 928

No. 928 SELECTED ASSORTMENT

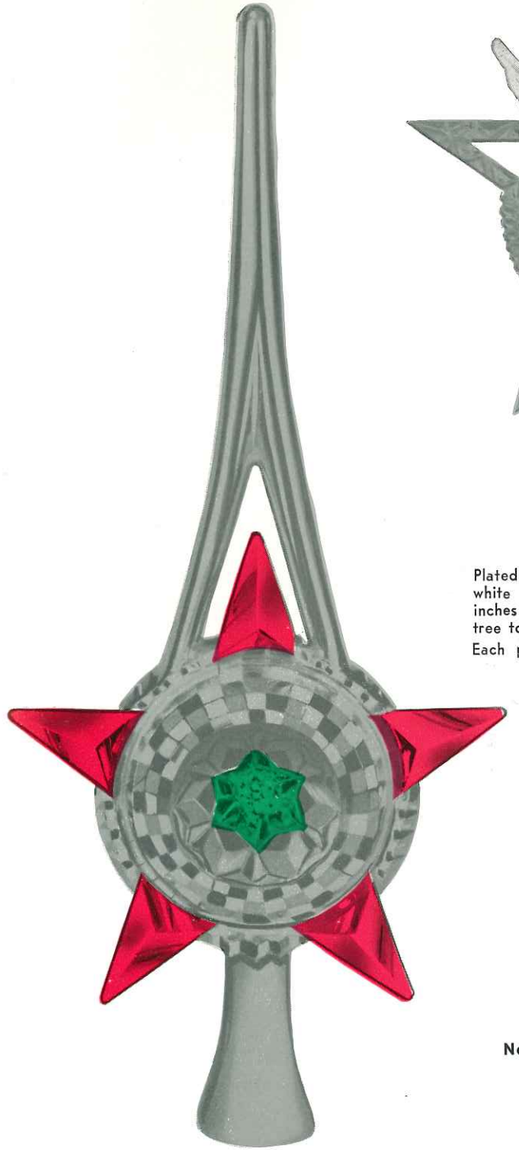
A selected 12-piece assortment of the most popular styles of balls, stars, nets and fancy ornaments.

CONTAINS:

3 No. 553 Celestial Starbursts
2 No. 251 Large Faceted Balls
3 No. 708 Filigree Finial Ornaments
2 No. 757 Fisherman's Nets (with Angel Hair)
2 No. 207 Double Indented Balls

Packed: 1 doz. to a shipping carton.

Weight: 13½ lbs.



No. 22 PLATED TREE SPIRE (10")

A gleaming silver spire that adds the final touch of beauty to the Christmas tree. The indented ball is surrounded by five red points of a star and makes this ornament strikingly beautiful. The hollow spindle at the base fits easily and firmly on the tree. 10 inches long.

Packed—3 dozen to the shipping carton.

1 dozen on a tray.

Shipping weight: 4¾ lbs.

No. 23 STAR AND ANGEL TREETOP ORNAMENT

Plated angel with golden highlights and snowy white wings set into a glittering silver star 5½ inches in height. Hollow base allows easy use as tree top.

Each packed in individual display bag. 3 dozen to a shipping carton.
Weight:—2½ lbs.

No. 21 PLATED TREE SPIRE (10")

Same as No. 22
except packed in asst. colors.

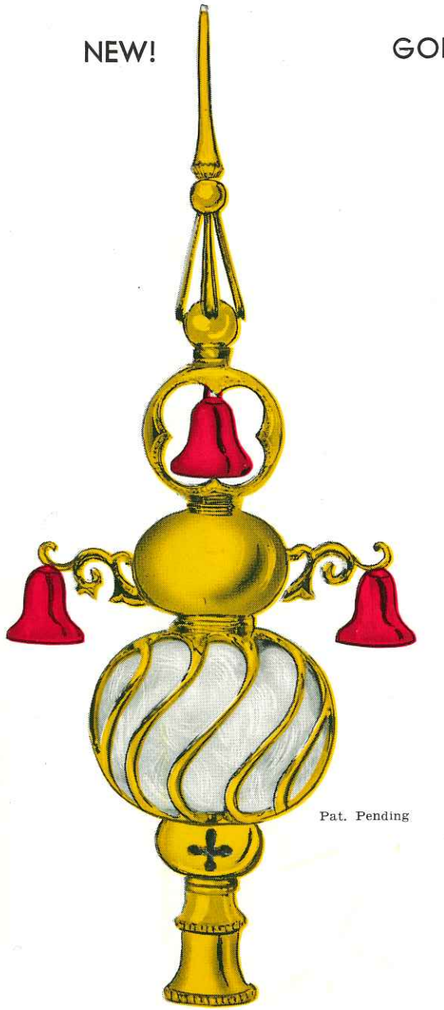
No. 19 PLATED TREE SPIRE (8¼")

A brand new unbreakable treetop. This strikingly new plated treetop lends a delicate finish to the Christmas tree. An openwork filigree designed ball is topped by a smaller matched ball and graceful spire. The hollow spindle at the base fits easily and firmly on the tree. (8¼")

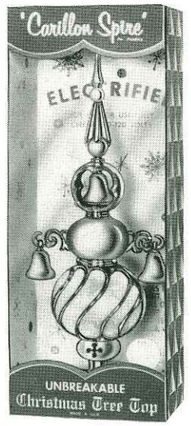
Packed—6 dozen asst. colors to the shipping carton.
Weight: 4¾ lbs.

NEW!

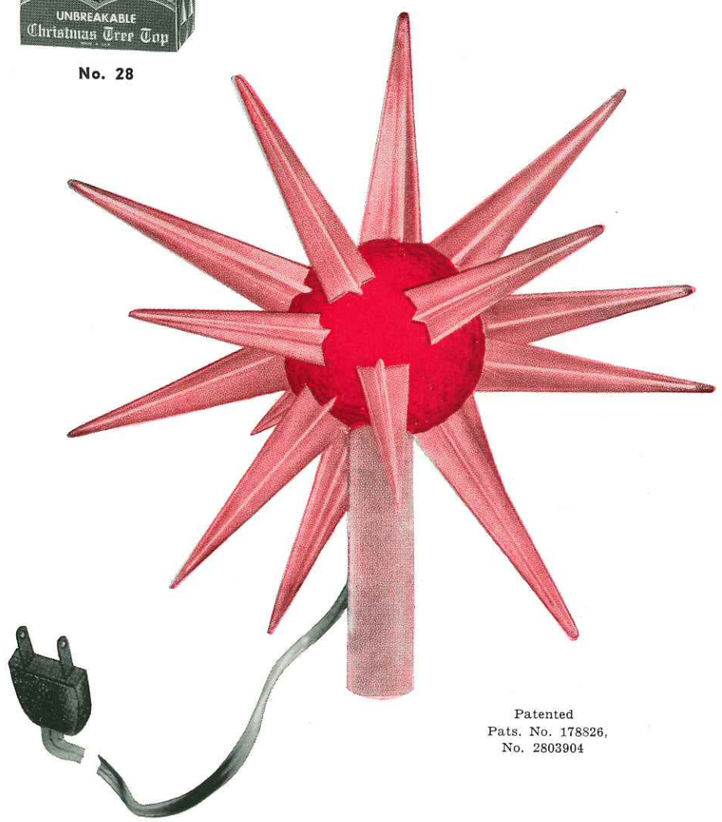
WINNER OF 1959
GOLD PACKAGING AWARD



Pat. Pending



No. 28



Patented
Pats. No. 178826,
No. 2803904

No. 29 "CARILLON SPIRE" TREETOP

A highly decorative plated treetop 14" in height. The first tier consists of a ball filled with plush white angel hair. This is topped by a smaller ball with scrolled arms from which are suspended two miniature bells in contrasting plated colors. A third tier consists of an open ball in which a 3rd miniature bell is suspended. The treetop is crowned by a graceful tapering spire. Individually packed in beautiful window display box. 1 dozen asst. colors to shipping carton.
Weight: 5 lbs.

No. 28 ELECTRIFIED "CARILLON SPIRE" TREETOP

An electrified plated treetop 14" in height. Similar in appearance to No. 29 except that C7 bulb is imbedded in angel hair to create a new and beautiful lighting effect. The rays of light shine through the angel hair, and carry through the center of the treetop, spotlighting the bell in the tower. Supplied with UL approved cord.
Individually packed in beautiful window display box. 1 dozen asst. colors to shipping carton.
Weight: 7¼ lbs.

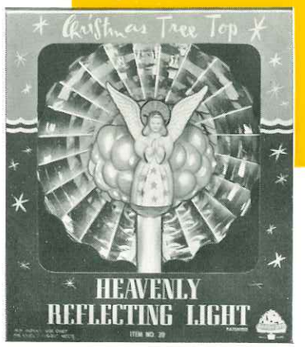
No. 25 ELECTRIFIED STAR OF BETHLEHEM TREETOP

(with amazing new "Star Gleam" feature)

This magnificent new treetop is 8½ inches in height. Glistening rays of light are captured and carried from its center along the points to the tips creating the effect of a gleaming star. Furnished with UL approved cord and plug and C 7½ bulb.
Individually packed in a display box. 1 dozen to a shipping carton. Weight: 11½ lbs.

THE MOST MAGNIFICENT CHRISTMAS TREE TOP EVER MADE

No. 20



Patented
Pat. Nos.
2616197
2579725
165363

"HEAVENLY LIGHT"

Electric Angel Tree Top

WITH UNBREAKABLE PLASTIC, MIRRORED FACETED REFLECTOR

No picture can do justice to this magnificent ornament for the Christmas tree. Set in place at the very top of the tree it imparts an air of beauty, dignity and holiness.
A C7½ electric bulb and a spinner concealed behind the clouds causes a cascade of sparkling points of colored light to flow from the reflector. Furnished with UL Approved cord and plug.

Packed in a cellophane window display box. Can be used as demonstrator without taking item from box. Just pull cord from slot in back of box—plug in and put spinner in point on light. Performance guaranteed.

No. 20—Individually boxed.

1 doz. to shipping container. Wt. 13½ lbs.

BRADFORD

Unbreakable

QUALITY — ORIGINALITY — SALES APPEAL
EVERLASTING BEAUTY

PLASTIC Christmas NOVELTIES

The Bradford line has everything your customers want — plus a proven record of sky-rocketing sales totals wherever these distinctive novelties have been shown.

ECONOMY — Made of unbreakable plastic. Sanitary, safe and durable. Every Bradford item will retain its brightness and give years of service long after ordinary Christmas decorations have tarnished or broken.

SELLING POWER — Available in bulk or beautifully packaged in prize-winning styles. You'll be proud to display the Bradford line — and amazed at how fast it sells.

TERMS — All shipments F.O.B. Factory Cambridge, Mass. 2% 10 days, net 30 days.

RETURN TO
DESIGN DIV.

Factory, Cambridge, Mass.

BRADFORD NOVELTY CO., INC.

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